

Application No.: 09/372,416

Art Unit: 2178

REMARKSRECEIVED
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Claims 18 is the only claim currently pending in the present application. Claim 18 has been rejected under 35 U.S.C. § 103(a), as being unpatenable over Wodarz et al. in further view of Davis et al.

Applicant respectfully traverses the rejection. The Davis reference has a filing date of May 1999. The present application claims priority to patent application no. 08/787,979, having a filing date of January 22, 1997. Claim 18 is fully supported by the disclosure of the '979 application. Thus, the effective filing date of the present application antedates the Davis reference by more than two years. Davis is therefore an improper reference for rejecting claim 18.

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In view of the foregoing remarks, reconsideration and allowance of the present application is respectfully requested. Should an interview be helpful in advancing the present application to issuance, the Examiner is respectfully requested to contact the undersigned at the number listed below.

Dated: June 12, 2007

Respectfully submitted,

Signature: /Benzion A. Wachsman/

Benzion A. Wachsman for Assignee*

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* Statement under 37 CFR § 3.73(b) is attached hereto

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Jonathan Dorfman

Application No.: 09/372,416

Group Art Unit: 2178

Filed: August 11, 1999

Examiner: T. V. Huynh

For: System and Method for Real-Time Bidding for
Internet Advertising Space

STATEMENT UNDER 37 CFR § 3.73(b)

BEH Investments LLC, a Delaware limited liability corporation, states that it is the assignee of the entire right, title and interest in the patent application identified above, by virtue of a chain of title from the inventor of the patent application identified above, to the current assignee as shown below:

1. From: Jonathan Dorfman To: Flycast Communications Corp.
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6. From: Craig R. Jalbert, Liquidating Supervisor of Engage, Inc.
To: BEH Investments LLC
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Application No. 09/372,416
Statement under 37 CFR § 3.73(b)

Art Unit: 2178

The undersigned is duly authorized to act on behalf of Assignee.

Dated: June 12, 2007

Respectfully submitted,

Signature: /Benzion A. Wachsman/
Benzion A. Wachsman
General Manager, BEH Investments LLC
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